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It's Quiz Time

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What is the main difference between SEO and AEO?

A SEO is for images;
AEO is for videos

B SEO targets search rankings;
AEO targets AI answers

C They are exactly the same

Hint 1

SEO helps websites rank on Google.

Hint 2

AEO helps AI tools understand and recommend a business

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What does an AEO agency help businesses improve?

- **A** AI visibility and online authority
- **B** Office furniture and decoration
- **C** Employee attendance records

Hint 1

It improves website structure, schema, FAQs, and content.

Hint 2

It helps businesses get cited and recommended by AI.

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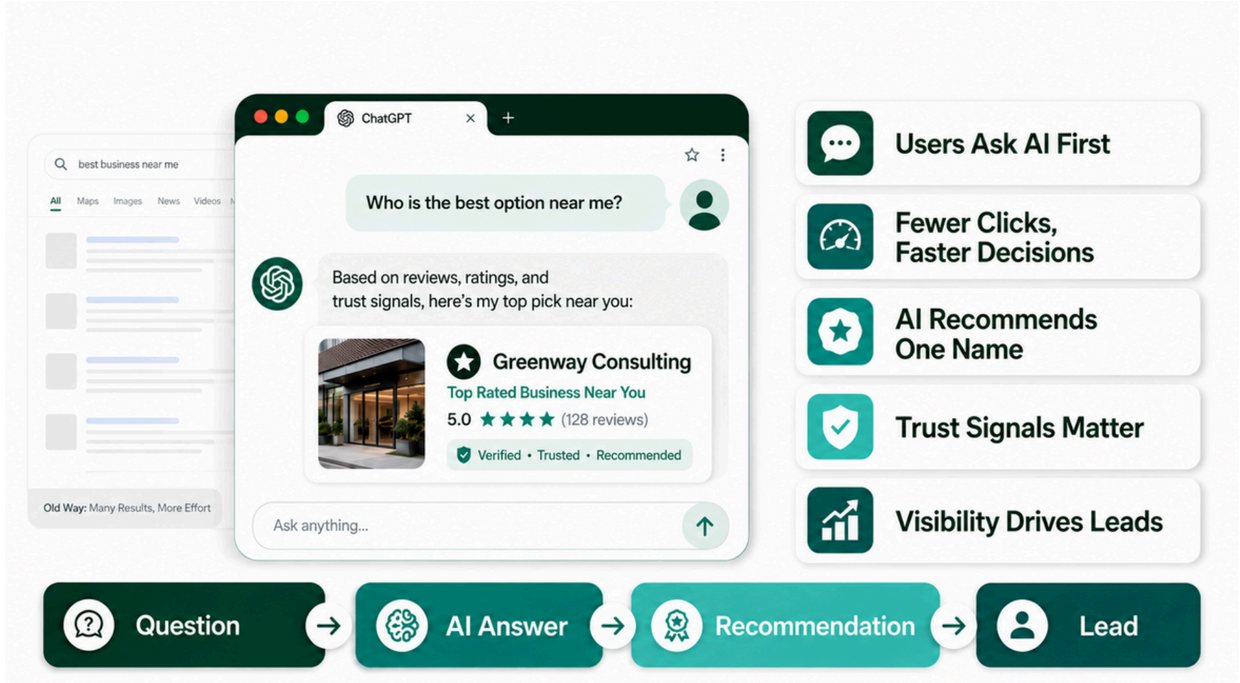
Why Businesses Need AEO?



Hint 1

More people now ask AI tools for recommendations.

Hint 2

AEO helps AI find, trust, and mention your business.

- **A** AI visibility and online authority
- **B** To change their website colours
- **C** To create more social media accounts

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What helps AI confirm that a business is trustworthy?

A Customer Reviews

B Photo Gallery

C Contact Form

Hint 1

Real customers share their experiences here

Hint 2

Recent positive feedback builds online trust

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Does my business have recent customer reviews?

- [ ] Yes
- [ ] No

TRUSTED BY CLIENTS
Customer Reviews
Real results. Real relationships. Real growth.
Credancy completely transformed our online presence. We're now being recognized by AI tools and seeing high-quality leads like never before.
Dr. Corey Shumate
Founder & CEO
Ear to Ear Behavioral Health
The team is incredibly knowledgeable and responsive. Our visibility in AI search and traditional media has increased dramatically.
Dr. Randi Shannon
Owner
Melipreserve
Their AEO strategy and podcast placements put our brand in front of the right audience. The ROI has been outstanding.
Guy Kennett
CEO
Rapid Deployment
Credancy's work on our website and PR helped us build authority and credibility across multiple platforms. Highly recommended!
David Cedar
Founder
Cedar Law Group
5.0
Based on 50+
Verified Reviews
Google
Reviews
Clutch
5.0 Rating
Trustpilot
GoodFirms

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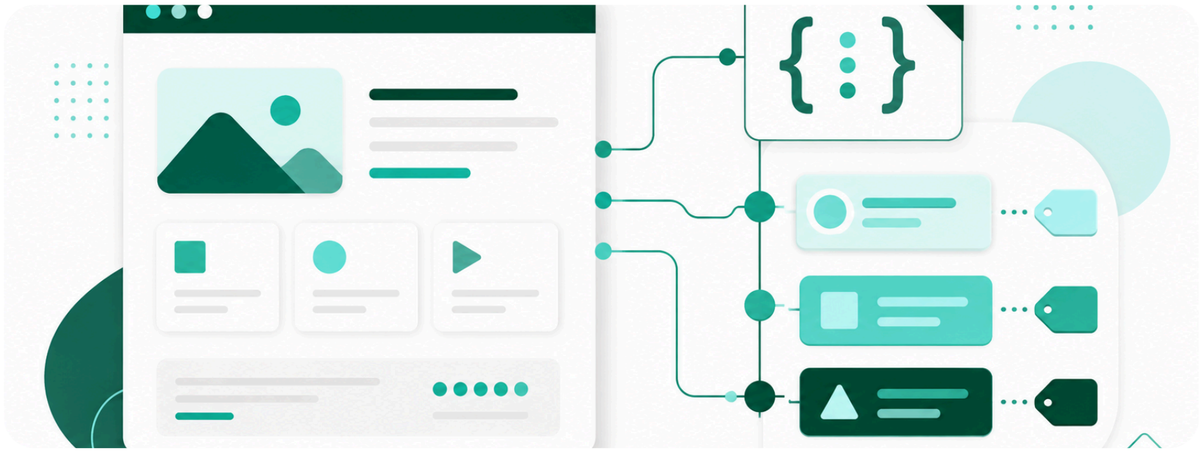

What makes a website easier for AI to understand?

A Large Images

B Schema Markup

C Bright Colours

Hint 1

It gives search engines structured information

Hint 2

It explains details such as the business, articles, and services

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Have I added Organization Schema to my website?

☐ Yes ☐ No

BUILDS AUTHORITY
Helps AI understand your business is real and credible.
IMPROVES VISIBILITY
Makes it easier for AI and search engines to find and understand your organization.
INCREASES TRUST
Provides clear, consistent information about your business.
ORGANIZATION SCHEMA
Organization Schema tells AI who you are, what you do, and why you matter.
BOOSTS AI CITATIONS
Helps AI confidently cite and recommend your organization.
ENHANCES RELEVANCE
Connects your business to the right audience and topics.
DRIVES BETTER RESULTS
Stronger visibility leads to more traffic, leads, and growth.

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Which schema should be added to a blog page?

A Product Schema

B Article Schema

C Event Schema

Hint 1

It tells AI that the page contains written content

Hint 2

It is commonly used for blogs and news posts

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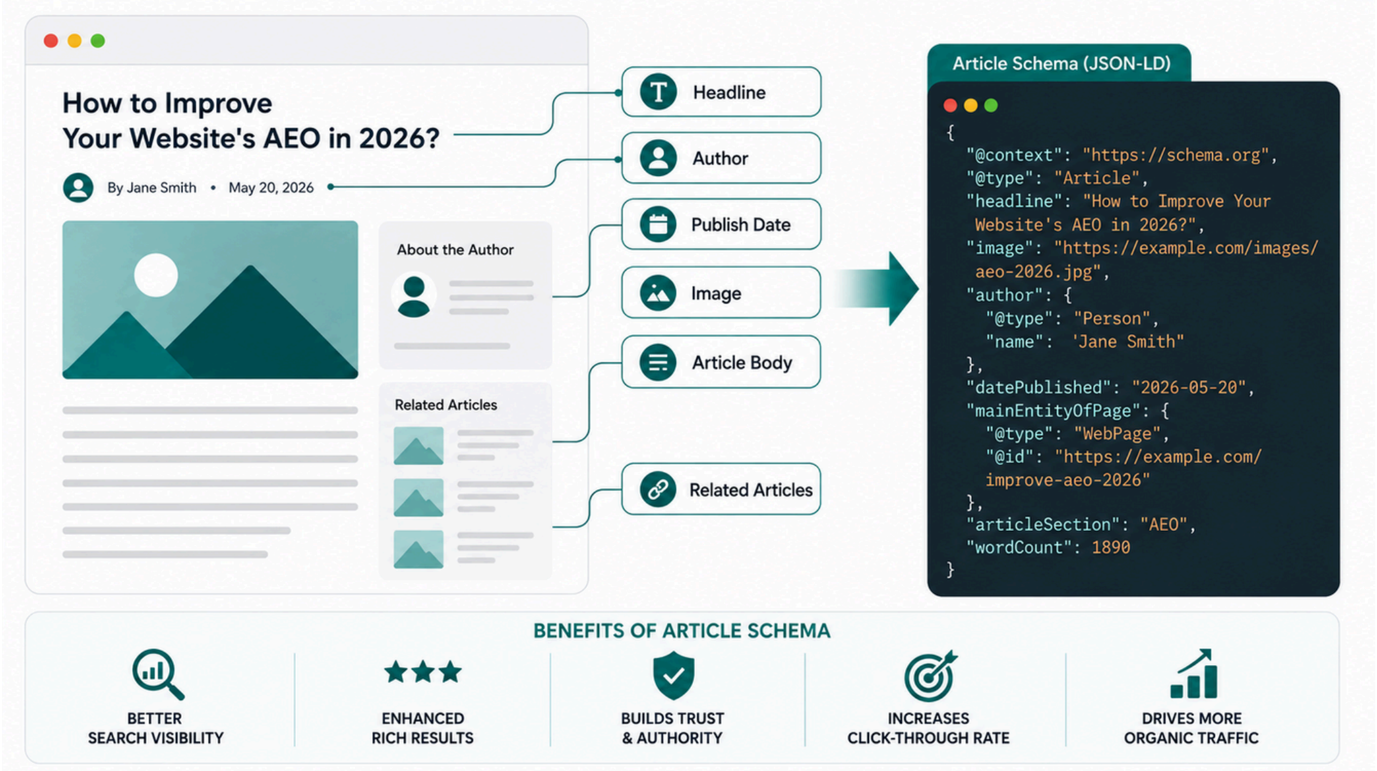
Have I used Article Schema on my blog pages?

- [ ] Yes
- [ ] No



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Which section helps AI understand common customer questions?

A FAQ Section

B Photo Gallery

C Contact Form

Hint 1

It contains questions and short answers.

Hint 2

It helps both visitors and AI find information quickly.

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Does my website have an FAQ section?

- [ ] Yes
- [ ] No

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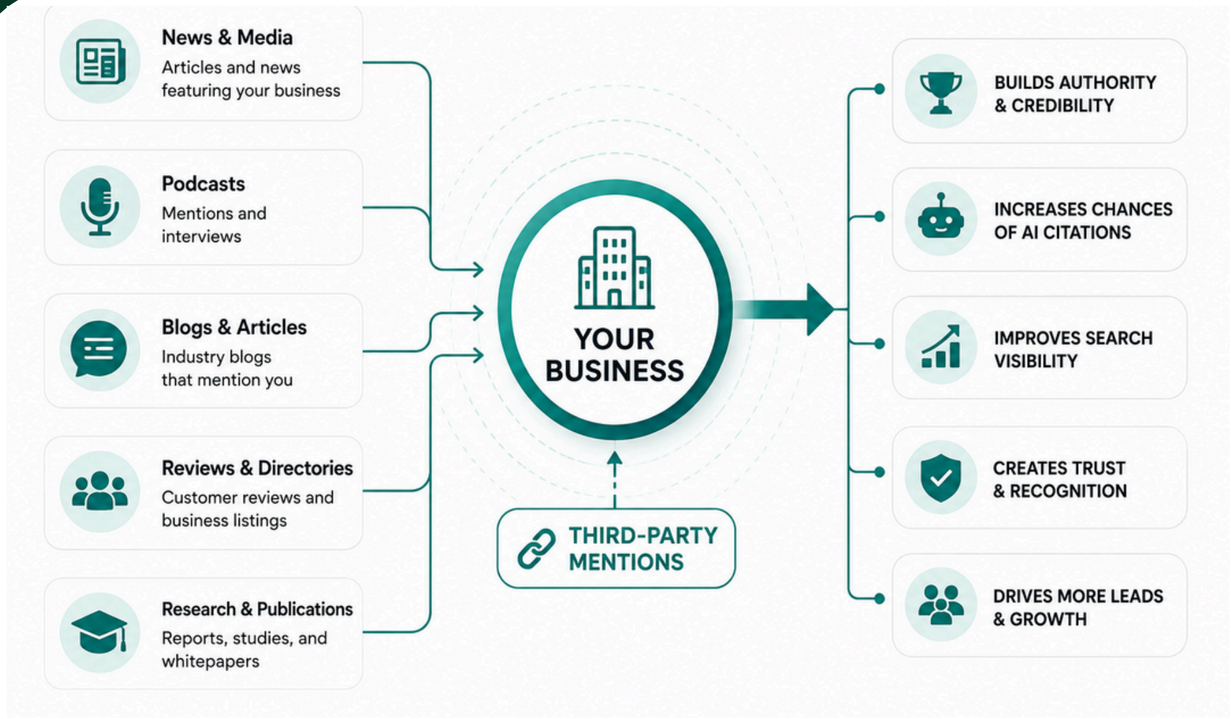
Does my website clearly explain what my business does?

☐ Yes ☐ No



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What helps AI see that other trusted sources recognize your business?

- **A** Third-party mentions
- **B** Website colours
- **C** Contact forms

Hint 1

These mentions appear on websites you do not own.

Hint 2

News features, podcasts, and industry articles build authority.

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Do other trusted websites mention my business?

- [ ] Yes
- [ ] No

ANSWER KEY

1. B — SEO targets search rankings; AEO targets AI answers
2. A — AI visibility and online authority
3. A — AI visibility and online authority
4. A — Customer Reviews
5. B — Schema Markup
6. B — Article Schema
7. A — FAQ Section
8. A — Third-party mentions

The Yes/No questions are for self-assessment and are not included in the answer key.

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Thank You

Good Job!

See You Next

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